



Summer Toolkit Getting Strategic About Main Street

July 29 and 30, 2009 ♦ George Washington Hotel ♦ Winchester, VA

Tuesday, July 28

7 p.m.: Welcome Reception at the George Washington Hotel's Half Note Lounge - Upon arriving, join your peers for casual networking and refreshments at the recently rehabilitated historic hotel.

Wednesday, July 29

8:30 a.m.: Attendee Arrival – Over coffee and light refreshments we'll reconnect with colleagues from around the commonwealth.

9 a.m.: Welcome and Overview – Our Winchester hosts, Mayor Elizabeth Minor, City Manager Brannon Godfrey and the Old Town Development Board (OTDB) Executive Director Karen Helm will kick off the Summer Toolkit, followed by Virginia Main Street's Kyle Meyer, who will provide a brief overview of the days ahead.

9:10 a.m.: Clearly Visioning a Successful Main Street – Imagine your downtown as you would like to see it in 2015. What results do you hope will be accomplished in this time? To assist with targeting these outcomes, Lauren will guide you through the visioning process that can help your community realize a future for your downtown.

- Lauren Adkins, National Trust Main Street Center

10 a.m.: Break

10:10 a.m.: Sustainable Funding Strategies – How can your organization ease the worry of funding challenges and get the focus back on downtown revitalization? This session will help you understand the importance and benefits of an approach to fundraising that develops a sustainable income base.

- Lauren Adkins, National Trust Main Street Center

11 a.m.: Break

11:10 a.m.: Messaging for the Modern Downtown – What your nonprofit does is the highest priority, but getting out the word to your potential donors and downtown advocates is a close second. Lauren will focus on ways to share your organizational mission and accomplishments with those who absolutely need to know.

- Lauren Adkins, National Trust Main Street Center

Noon: Lunch by the George Washington Hotel

1 p.m.: Putting Your Market Study to Work – So, how much did you spend on that market study and it's sitting on a shelf collecting dust?! Learn how your organization can use this valuable market research to shape downtown.

- Tripp Muldrow, Arnette Muldrow and Associates

1:50 p.m.: Break

2 p.m.: Cultivating the Unexpected Entrepreneur – The regional service providers of the Virginia Enterprise Initiative invest in emerging and potential entrepreneurs with training, technical assistance and business loans. This panel of micro-enterprise development experts will discuss how you can play a meaningful role in the creation of new businesses and jobs in your commercial district.

*- Jeff Sadler, Virginia Enterprise Initiative
- Kevin Kelley, Enterprise Development Group
- Brian Phipps, People Inc.
- Caroline Nowery, New Visions, New Ventures*

3:10 p.m.: Break

3:20 p.m.: Cha-ching, Make those Registers Ring – Virginia's 29 Small Business Development Centers (SBDCs) offer business counseling, training and information resources to established firms, emerging companies and aspiring entrepreneurs across the commonwealth. Jody and Marc will talk about the resources available through the Virginia SBDC Network and discuss how these tools can help you build a strong business district. .

- Jody Keenan and Marc Willson, Virginia Small Business Development Centers Network

4:10 p.m.: Tour and Shop Downtown

6:30 p.m.: Dinner at One Block West Restaurant, 25 South Indian Alley - Enjoy a fine-dining experience in the heart of downtown Winchester that revolves around the finest local foods, superb service, and extraordinary wines.

Thursday, July 30

8 a.m.: Attendee Arrival – Over coffee and light refreshments we'll reconnect with colleagues from around the commonwealth.

8:30 a.m.: We Gather Together: Partnering with Downtown Churches – In addition to contributing architectural character to a downtown, historic religious properties can be vibrant and productive centers of community service. Learn about the value of working with local churches and how their congregations can become integral partners in your revitalization efforts.

-Sarah Peveler, Partners for Sacred Places

9:20 a.m.: Break

9:30 a.m.: All Roads: Creating Welcoming Corridors and Gateways into Downtown - While the historic downtown is the primary focus of Main Street, surrounding arteries can serve as either a barrier or a beacon into the community center. Todd will shed light on the benefits, opportunities, and examples of providing a welcoming entrance into your downtown district.

- Todd Christensen, Virginia Department of Housing and Community Development

10:20 a.m.: Break

10:30 a.m.: New Partners: A Community Discussion– Successful downtown revitalization efforts rely upon the ability to create strong partnerships within your community. In this session, small groups will explore best practices and strategies for enlisting and working with new partners in pursuit of your specific revitalization goals.

- Doug Jackson, Virginia Department of Housing and Community Development

Noon: Lunch on the Town

1:00 p.m.: Marketing Your Main Street Website to Generate Revenue – What are the best ways to leverage the Internet for fundraising, marketing, and downtown advocacy? Meghan will share useful, innovative ideas for your downtown organization to launch an effective e-commerce program.

-Meghan McMichael, Virginia Electronic Commerce Technology Center

1:50 p.m.: Break

2 p.m.: Harnessing the Power of Viral Marketing - Learn how to run a successful marketing campaign on a budget of zero dollars. Conquer methods of texting, twittering, friending, chatting, linking, and blogging with step-by-step instructions and easy to understand examples.

- Alexis Morehouse and Jessica Chase, Harrisonburg Downtown Renaissance

3:30 p.m.: Moving Forward: An Interactive Wrap-up – To close the training, we'll review the tools presented over the course of the two days in a group discussion of how you might be planning to put them to work in your communities.

- Doug Jackson, Virginia Department of Housing and Community Development

4 p.m.: Adjourn